hologram photosensitive material 31 is located in front of a three-dimensional subject O, and the character hologram plate 1' of Fig. 4 is placed between the volume hologram photosensitive material 31 and the three-dimensional subject O. In this condition, red light, green light and blue light in the form of illumination light 24rgb strike simultaneously or in arbitrary order on the volume hologram photosensitive material 31 from the opposite direction to the direction of incidence of the illumination light 8g used to make the character hologram plate 1'. Then, the illumination light 24rgb transmits through the volume hologram photosensitive material 31 and enters the character hologram plate 1', so that green scattered light 11g is diffracted from the character pattern portion such as a "ABC" pattern portion 1'a (see Fig. 4) in the direction of reflection. The scattered light 11g and the green component of illumination, light 24rgb interfere in the volume hologram photosensitive material 31 so that the character "ABC" pattern can be recorded in the form of a reflection type hologram. At the same time, the illumination light 24rgb transmitting through the volume hologram photosensitive material 31 enters the three-dimensional subject O, so that scattered light 23rgb is produced from the subject O in the direction of reflection. This scattered light 23rgb and the illumination light 24rgb interfere in the volume hologram photosensitive material 31, so that the full-color reflection type hologram of the three-dimensional subject O can be recorded in a multiplex fashion. The thus recorded color hologram display is different from the color hologram display 27' of Fig. 7 in